

# **EXHIBIT 4**



TWEETS 961 FOLLOWING 322 FOLLOWERS 177 LIKES 305

[Follow](#)

**Coach Poltrack**  
@rockpoltrack

Teacher/Coach at Reagan IB HS.  
Football/Softball/Reagan Fit.  
trenchtraining.com coach. Edgerton/UW-  
Whitewater alum. #WeUsOurs

📍 1Samuel17:47, Milwaukee WI  
🔗 reaganfootball.weebly.com  
📅 Joined October 2013

📸 48 Photos and videos



**Tweets**   [Tweets & replies](#)   [Photos & videos](#)

 Coach Poltrack Retweeted  
**Baseball Prodigy** @BsbProdigy · Dec 27  
Appreciate the beauty of the little things in baseball 



NLCS 105

GIF

1.2K 1.8K ...

 Coach Poltrack Retweeted  
**Bob Ross** @Midgetfb99 · 23h  
@WingT\_Football Inside/outside Trap! #FullhouseT

1 2 ... View conversation

 Coach Poltrack Retweeted  
**American Football** @American\_FB · Dec 28  
RETWEET if you are pulling for @NavyAthletics in the @MilitaryBowl today!

# **EXHIBIT 5**



**Collins at it again. Nice but by Frederick too**  
Vine by Oline Vines  
[View on web](#)

 **Coach Poltrack** @rockpoltrack · Dec 22  
Outstanding.

  
**NSU Baseball** @NSUBaseball32  
Winning isn't normal

 **Bill Moore** @coachbillmoore · Dec 22  
Alabama coach Nick Saban on Michigan State's Mark Dantonio

#CandMT  
#TheWayToWin

scout.com

"Mark's just done an outstanding job of evaluating players, getting good players to come there, improving the team every year he's been there and doing a great job of developing the players that he has and establishing a sort of winning character on his team about how they play with toughness and the grit that they have and the way they finish games and believe in each other and the team chemistry they have, it's really something special."

 **Coach Poltrack** @rockpoltrack · Dec 22  
Adversity doesn't deter Menasha teen  
[postcrescent.com/story/news/edu...](http://postcrescent.com/story/news/edu...)

 **NC State Football** @PackFootball · Dec 21

[View summary](#)

# **EXHIBIT 6**

**Coach Poltrack**  
@rockpoltrack

TWEETS 1,656 FOLLOWING 466 FOLLOWERS 248 LIKES 550

Follow

Coach Poltrack Retweeted  
**Mark Ross** @Mark61Ross · Jan 7  
Winning isn't normal

**WINNING ISN'T NORMAL**

Winning isn't normal. That doesn't mean there is anything wrong with winning. It just isn't normal. It's highly unusual.

Every competition has only one winner. No matter how many people are entered, only one person or team wins the championship.

Winning is unusual – as such it requires unusual action.

In order to win, you must do extraordinary things. You cannot just be one of the crowd. The crowd doesn't win. You have to be willing to stand out and act differently.

Your actions need to reflect unusual values and priorities. You have to value success more than others do. You have to want it more. **WANTING IT MORE IS A DECISION YOU MAKE AND ACT UPON – NOT SOME INHERENT QUALITY OR BURNING INNER DRIVE OR INSPIRATION!** You have to make that value a priority.

You cannot train like everyone else. You have to train more.

8 17

Coach Poltrack Retweeted

<https://twitter.com/rockpoltrack>

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# **EXHIBIT 7**

Chrome File Edit View History Bookmarks People Window Help

Saturday, February 23, 2019

View as Analog  
✓ View as Digital  
Open Date & Time Preferences...

Twitter, Inc. [US] | twitter.com/bradley\_tech\_bb?lang=en

Home Moments Search Twitter Have e

Coach Shon (@Bradley\_Tech\_BB)

Tweets 7,616 Following 975 Followers 704 Likes 4,628

Follow

Q D ♥ 2

Coach Shon Retweeted

Five-Star Basketball @5starbasketball - Feb 20  
Winning isn't normal and it doesn't happen by accident.

**WINNING ISN'T NORMAL**

Winning isn't normal. That doesn't mean there is anything wrong with winning. It just isn't normal. It's highly unusual.

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Winning is unusual - as such it requires unusual action.

In order to win, you must do extraordinary things. You cannot just be one of the crowd. The crowd doesn't win. You have to be willing to stand out and act differently.

Your actions need to reflect unusual values and priorities. You have to value success more than others do. You have to want it more. **WANTING IT MORE IS A DECISION YOU MAKE AND ACT UPON - NOT SOME INHERENT QUALITY OR BURNING INNER DRIVE OR INSPIRATION!** You have to make that value a priority.

You cannot train like everyone else. You have to train more and train better.  
You cannot talk like everyone else. You cannot think like everyone else. You cannot be willing to join the crowd, to do what is normal.

Q D 158 ♥ 345

Coach Shon @Bradley\_Tech\_BB - Feb 20  
last night 73-55 win over pulaski, Jr @MTBKEN4 24pts 15rebs 3ast soph  
@JacksonLedarus 17pts 4asts 5sts sr @D\_Skelly34 11pts 8rebs 5  
deflections 1blk soph @franciollo1 6pts 1reb 1ast sr @JamelHeard1 5points  
15rebs 2ast 4 deflections and 5 stls. 17ast and 17 stls as a team

Q D ♥ 1

Coach Shon @Bradley\_Tech\_BB - Feb 20

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